

# Uptown Destination District Strategic Development Plan

**OVERVIEW:** This community planning process focuses primarily on creating a development and disposition plan for specific properties that are owned by the public or by a quasi-public agency. Those properties are bound by the historic Howard and Lincoln Theaters as well as both the Shaw-Howard University and U Street/African-American Civil War Memorial/Cardozo metro stations. Between these bookends is significant fabric important to telling the story of the historic accomplishments of the African-American experience in Washington, DC.

**PROJECT BOUNDARIES:** The project boundaries - including areas in both Ward 1 and 2 - are defined as 7<sup>th</sup> Street NW from Rhode Island Avenue up to Barry Place at Georgia Avenue and along Florida Avenue/U Street from 6<sup>th</sup> Street to 13<sup>th</sup> Street NW.

**OBJECTIVES:** This plan is being developed by the District of Columbia Office of Planning and will help to realize several key objectives:

- **"FILLING THE GAP" - Establish a mixed-use, destination-oriented development program and strategy** (consistent with *transit oriented development* guidelines) for key vacant and existing historic sites between the Historic Lincoln Theater and the Historic Howard Theater.

## Primary Public Parcels

- 1.1. District's historic Howard Theatre
- 2.2. National Capital Revitalization Corporations (NCRC) 7<sup>th</sup> Street properties at R and S Streets
- 3.3. WMATA owned property along both 7<sup>th</sup> Street and Florida Avenue
- 4.4. Grimke School on Vermont Avenue

## Private Parcels

- 5.5. Howard's unoccupied 125 bed senior facility
- 6.6. Howard's Existing CVS drugstore location at 7<sup>th</sup> and Florida Avenue
- 7.7. Howard Town Center area parcels between V and Barry Place and Georgia and Florida Avenues
- 8.8. Housing Finance Agency Site at Florida Avenue and 9<sup>th</sup> Street

- **Create a site plan and massing scenario** that defines a new neighborhood and regional center of mixed use development along 7<sup>th</sup> Street/Georgia Avenue and Florida Avenue that meets the needs of the local community but also attracts residents from the surrounding area and visitors;
- **Determine a detailed implementation strategy** that outlines the roles and responsibilities of stakeholders and includes specific recommendations for future development; and

- **Outline the fiscal and economic impact of new investment** for the District budget; zoning modifications; total area projected for retail development; estimated production of full-time jobs and temporary construction jobs; estimated sales tax revenues (where possible); and number of potential market rate and affordable rental and ownership households created.

**PROCESS:** The process involves an Advisory Committee of neighborhood associations and will include multiple community wide meetings. During those meetings area residents, property and business owners, institutional stakeholders and others have an opportunity to review and provide input on technical analysis. Alternative development approaches will be narrowed to **one preferred option** that will include a conceptual design and development guidelines for implementation. The study is to be completed in Spring 2004.

OP's Convention Center Area planning effort produced information and gathered community input that will be used to develop the specific recommendations for the Land Development and Implementation Strategy that will be the result of this Uptown Destination District planning process. For more information about the Uptown Destination District Strategic Development Plan, contact Derrick Lanardo Woody, Revitalization Planner with the Office of Planning, at 202.442.7614.